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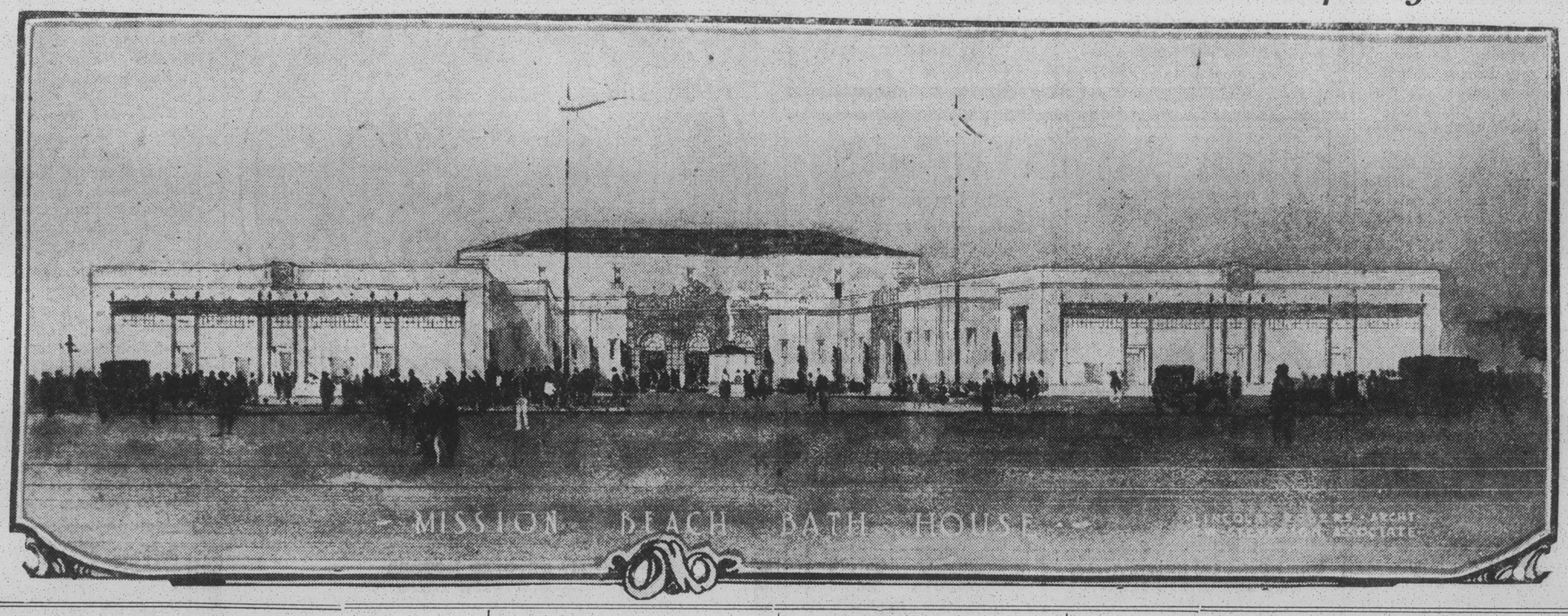
VOL. 2—NO. 25 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, May 9, 1924 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

Magnificent Bath House At Mission Beach Now Under Construction For Occupancy Next Year



Mammoth Temple For Beach Bathers

NATATORIUM TO BE BEST OF ITS KIND IN WHOLE WORLD

Covering nearly three acres and at a cost of upwards of half a million dollars, the new Mission Beach bath house will be rushed to completion in readiness for next season, according to an announcement made by Neil E. Brown, assistant general manager of the Mission Beach company, which will create the great Mission Beach amusement center in connection with development of the residential areas of the Mission Beach peninsula.

Contract Awarded

The Wurster Construction Company have been awarded the contract for building this first unit in the wonderful development planned by John D. Spreckels and Claus Spreckels for making Mission Beach the finest amusement resort on the Pacific coast.

The new bath house will be without a peer of its kind in the whole world. The main plunge will be 60 by 175 feet in size and there will be dressing room and locker room accommodations for over 1,300 bathers and a spectator capacity of 3,000 or more. Besides the main plunge of great size there will be a children's plunge 18 by 60 feet.

Pure Water

The purest water ever run into plunges will be supplied as one result of the extensive investigations preliminary to final award of contract. The salt water, ordinarily regarded pure, will be pumped to the natatorium, heated, filtered and passed through modern chlorinators and kept continually circulating in the plunges.

For the comfort of patrons steam heat will be provided and lighting and ventilating features will be uniquely practical. Hair-drying rooms will form a special accommodation for women bathers. There will be a number of private tub bathrooms for persons who prefer salt water tub baths. Safety deposit vaults will be installed as well as lockers.

There will be refreshment booths in convenient places and around the main natatorium, facing the surrounding walks, will be bowling alleys, a billiard room and numerous shops.

This bath house, the cost of which approaches the half-million mark, is but the first unit of the great amusement center planned at Mission Beach, to which the San Diego Electric Railway company has just opened its new high-speed railway line, and where the Mission Beach company is marketing residential lots and installing all modern residential district service conveniences.

BOUQUET TOSSED BY REAL LIVE-WIRE BEACH CITIZEN

Ocean Beach, May 7, 1924.

Editor Kirk Smith:

I want to congratulate you upon the fine appearance of last week's issue of THE BEACH NEWS. The two-color scheme was a knock-out. It made us sit up and take notice that we were celebrating an event of the greatest importance to this community.

It was a great help in arousing a 100 percent civic pride in our four-day celebration of the inauguration of the high speed electric railroad service into this section of San Diego.

With best wishes, I am, sincerely, H. J. DEVEREAUX.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

O. B. Library

MARGARET RANKIN, Librarian

The poster exhibit for this week is entitled, "Trails and Highways." The following books are suggested: "California Desert Trails," Chase; "California Coast Trails," Chase; "Yosemite Trails," Chase; "Pioneer West," French; "Open Spaces," Van Dyke; "Through the Unknown Southwest," Lant; "African Game Trails," Roosevelt; "Saddle and Camps in the Rockies," Wallace.

FOR SALE—Cafe with fine concession front, $100. Best snap at the Beach. Big money-maker for the right party. 5080 Newport avenue.

ANOTHER FATALITY AT THE TIDE STREET RAILROAD CROSSING

Harl S. Cliff of 724 Sixteenth street, was killed last Wednesday night in a collision between his automobile and a northbound freight train at the Tide street crossing. Mrs. Cliff who was riding in the car with her husband, received a fractured leg and broken arm. Mrs. Eugene Pedot, mother of Mrs. Cliff, passed away at the Cliff home last Tuesday, and burial was set for today. Mr. and Mrs. Cliff were returning from Ocean Beach, when the terrible accident happened. They own a house at 4927 Narragansett avenue, at present occupied by Mr. and Mrs. E. A. Peck.

CLAUS SPRECKELS WINS HEARTY APPROVAL FOR GREAT PROJECT

The grand celebration of "Rapid Transit Day" on Sunday, May 4, proved an epochal event in the annals of Ocean Beach. Great crowds travelled to the beach on the luxurious new three-train cars over the fast express line of the San Diego Electric Railway, while other thousands came by autos to join in the glorious festivities marking the opening of the new high-speed service to San Diego.

Band concerts ushered in the formal observance of "Rapid Transit Ray" and the immense crowds that thronged the ocean front were addressed in happy fashion by Claus Spreckels, vice-president and general manager of the S. D. E. Ry., and Col. D. C. Collier as chief orators of the day.

Mr. Spreckels was warmly applauded upon his remarks, as follows:

"It is a pleasure to be present with my fellow-citizens and to say a few words upon such an auspicious occasion. We are celebrating together the completion of one of a number of projects which are being planned for the development of a greater San Diego. We are all gratified at the success of the new line which has brought Ocean Beach so much nearer to the center of San Diego.

"As I have said, this is only one project of several I have in mind. I want to ask your support for this new line so that it may serve you to the fullest extent, and also may develop this whole district for your benefit, the benefit of the company and the benefit of the whole of San Diego. The other plans, some of which will materialize soon, also will assist in the development of San Diego, and I ask your hearty support and co-operation with the company to that end."

Looking healthy and happy, D. C. Collier spoke enthusiastically about what the new fast line will mean to Ocean Beach, bringing the community, as it does, to equality with other parts of the city in a matter of the time required to reach the center of town. He predicted great and increasing prosperity for the beach community and urged that the people who are residents of Ocean Beach and of San Diego will take advantage of the opportunity given they by the new high-speed transportation system.

"Don't let the outsiders come in and skim the cream off the real estate values that are going to be created here by this new line," said Col. Collier. "Be alive to your own opportunities, the business and financial opportunities that will result. Men in other cities are watching San Diego and projects such as this one, and they are shrewd enough to come in and make the money that you can make if you only will take advantage of the time and will have confidence in your own future."

PAVING TO FOLLOW REMOVAL OF TRACKS ON VOLTAIRE STREET

The railway track s on Voltaire street, abandoned with the old Ocean Beach line, having already been torn up, and the street will be paved in the near future. Bright new and comfortable busses now run from San Clemente street to the Bacon street and West Point Loma boulevard junction and the splendid transfer service is meeting with high favor throughout the section served in connection with the new high speed express system.

Assistant-General Manager E. J. Burns, of the San Diego Eletric Railway Company has announced the immediate removal of all abandoned street car tracks, no longer needed since the construction of the new Ocean Beach-Mission Beach line, and the paving of the streets from which the tracks are to be taken will begin within the next ten days. The Old Town line has already been replaced by bus service and the line of Lytton street from Barrett avenue to Rosecrans street is undergoing reconstruction and the section will be paved at once. Kettner boulevard will be paved by the city upon the completion of the work on the new short line.

Mothers' Day Cards at FROIDE'S, opp. P. O.

Ocean Theatre

Manager Ray Ericsson states that he has booked glorious Gloria Swanson in her greatest picture, "The Humming Bird," as the next midweek feature at the Ocean theatre, and advises his many patrons not to miss it. Other top-notch attractions include Zane Grey's famous story, "Heritage of the Desert," a big special picture at regular prices for tomorrow (Saturday) night. "The Six-Fifty" comes on Sunday in addition to the "Leather Pushers" and big reels of news and comedy.

Cream Puffs, Cream Rolls, and French Pastry—Special Saturday at the O. B. BAKERY. Phone Pt. Loma 72-W.

STROLLING PLAYERS ORGANIZE TO PRESENT COMMUNITY PLAYS

The first neighborhood group of players organized by Community Service will present "Figureheads, A Play of Long Ago," on the evenings of May 9 and 10 in the garden of Mr. Templeton-Johnson at 4520 Trias street, San Diego.

The Strolling Players are a group of friends, presenting drama as neighborhood recreation. This is in plan, to organize and assist adult and juvenile players in the different districts of the city. Community Service hopes that representatives from the different neighborhoods will attend and receive inspiration from these performances.

Free Postal Delivery For Ocean Beach

CIVIC CENTER PLANS

SOCIAL HALL ANNEX TO CONGREGATIONAL CHURCH FOR COMMUNITY PURPOSES

At a community gathering which was held April 14 in the Congregational Church it was voted that Mr. F. J. Stoetzel act as chairman of a committee of seven to be selected by him. This committee was to devise ways and means of financing the building of a social hall annexed to the Congregational Church for community purposes. Mr. Stoetzel appointed the following committee which held a meeting May 7: Miss Mary E. Brose, Miss Sarah E. Grubbs, O. F. Davis, W. H. Martin, F. B. McElwee, Mrs. Kirk Smith (Katherine) and F. J. Stoetzel, chairman. Mrs. Kirk Smith was elected secretary, pro tem. A tentative program was outlined, details of which will be announced later.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

CATHOLIC CHURCH UNDERGOING REMODELLING AND ENLARGEMENT

The Ocean Beach Catholic Church building, which was recently removed to the corner of DeFoe street and Saratoga avenue, is being thoroughly remodeled and improved. A large extension is being built at the rear of the edifice, on concrete foundations, and concrete steps have been constructed at the front entrance on De Foe street. The seating capacity will be greatly increased by the added improvements and many modern conveniences will be installed in the enlarged building.

THE BEAUTY SHOP
Phone Point Loma 63-W.

COOLIDGE CARRIES BEACH PRECINCTS

At the presidential primary election last Tuesday votes were cast by only a little over one-third of the total number of voters registered in the four election precincts at Ocean Beach. The returns showed 297 votes, divided as follows:

Coolidge, 131; Johnson, 120; Prohibition, 1; Socialist, 3; McAdoo, 37; uninstructed Democrat, 5. The solitary Prohibition ballot was cast in the sixth precinct. The total number of registered voters in the four precincts is 759.

POSTMASTER RANKIN RECEIVES OFFICIAL NOTICE FROM WASHINGTON

First Assistant Postmaster General John H. Bartlett has sent an official notification from Washington headquarters to Postmaster H. Rankin at Ocean Beach announcing that free village delivery postal service will be inaugurated in Ocean Beach on August 1, 1924.

Postmaster Rankin states that there will be two regular carriers, making two delivery and collection trips daily, one in the morning and one in the afternoon. The territory covered will extend practically from Sunset Cliffs to the bay and from DeFoe street to Abbott street inclusive, taking in the streets where there is continuous sidewalk paving. The exact width and length of the territory to be covered will be announced in detail later. There will be ten collection boxes at convenient points.

The official order states that residents will have to provide proper receptacles for mail in order for the carriers to make deliveries. It will be necessary to have a mail box at each gate or house or attached to a post adjacent to the paved sidewalk. It is especially stipulated that 85 per cent of the residents in the district receiving free delivery service must comply with this mail box provision by July 1, or the original order for free postal delivery will be rescinded.

It is suggested that the private mail boxes for each house be placed in position as early as possible and that all houses be duly numbered. Wherever a house abuts on the sidewalk a mail slot in the front door will suffice for delivery service. If a house sets far back from the street it will be necessary to attach a box at the gate or to a post adjacent to the paved sidewalk. The last named provision also applies to residents who live outside of the regular patrol zone or in the same manner as delivery boxes are affixed on the highways in rural districts.

Whenever and wherever further unpaved sidewalks are duly paved, the delivery service will be extended from time to time.

The exact location of collection boxes and the regular delivery routes will be detailed in The Beach News later.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

Kodak Films, FROIDE'S, opp. P.O.*

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

THE TOWN KNOCKER

Why is he and what can be done to get rid of him. Like a certain insect, the better things are, the more he thrives. His ivory dome is impervious to all broadening ideas. He looks for the speck in the fruit, sees the hole in the doughnut and feels the knot in the board.

Some folks call him a wet blanket. He is always out with a petition against some much needed improvement. Like the Irishman, "he's agin it"—particularly if it is liable to raise his taxes.

Ocean Beach is infested with this microbe. The first six months of my residence here I spent listening to his knockings. The anvil chorus is his favorite music.

The funny part of it is that he is generally an old-timer—in fact, most always a property owner in the town he continually knocks, and what is funnier still, you couldn't drag him away from it with a team of oxen. He is like an ancient piece of hen fruit when broken—he gives the town an awful odor.

When an outsider comes to town just raring to buy a nice little bungalow for his wife and kiddies, this business killer somehow gets to him—and by the time he has finished disemboweling the town, the stranger is ready to pack his grip and beat it for Los Angeles.

The hammer wielder generally starts in with the general assertion that it's a one-man town—that a certain citizen here owns it body and soul, and that unless you get a permit from this aforesaid person, you can't live here. He then roasts the new high-speed electric railway, tells how the railway company is going to tear up all the street car tracks in Ocean Beach and deplores deadness of the place in general.

If he lives in one part of town he roasts the other, tells how cold the winters are and how foggy the summers.

If you are going to buy a house or a lot—don't—it ain't worth it. Anyway, half the houses are vacant and the rest of them shacks not fit to live in.

"And take it from he," he will say, "the fishing is bad and the bathing dangerous." He generally winds up by roasting the women bathers. "Why gol dang it, it's shameless the way the women run around the beach with not a darn thing on except a bathing suit. They ought to pass a law to stop 'em. They shouldn't have put the ocean so close to the town anyway."

Now I am not describing any particular person, but there are scores of people living right here in Ocean Beach whom this description would fit like the paper on the wall.

CATO.

Keep Posted on "LOMA LORE" series.

The Maine Garage
5040 Newport Avenue
Ocean Beach, Calif.
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GASOLINE AND OILS
STORAGE AUTO REPAIRING
ACCESSORIES
PHONE POINT LOMA 382

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Phone Point Loma 17
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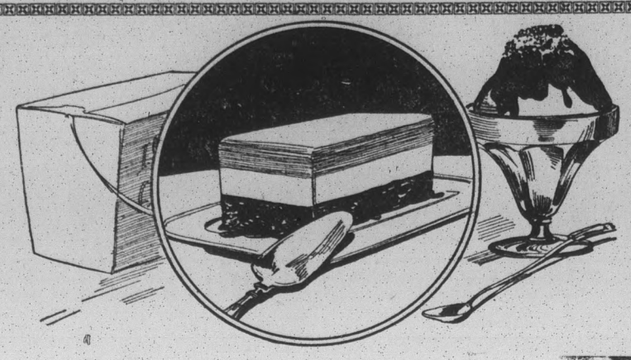

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Fountain Drinks at City Prices.
ICE CREAM delivered in gallons, quarts or pints.
PRESCRIPTIONS carefully compounded by Registered Pharmacist.

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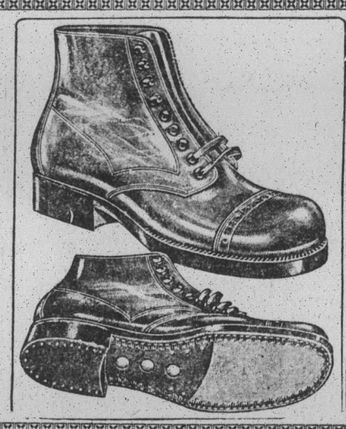
Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J



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MEN'S WORK SHOES
Closing out at $2.75, special
Worth Twice the Money
Big reduction in Ladies' and Children's SHOES of all kinds.
Men's, Women's and Children BATHING SUITS almost at half-price Friday and Saturday.
BATHING CAPS, 15c each
O. B. DRY GOODS

BUNGALOW GROCERY
E. H. WICKERN, Prop.
Corner Defoe and Niagara Avenue
JUST TRY THESE SPECIALS
FLOUR—FLOUR
Sperry, Crown, Globe A1, and Gold Medal at prevailing popular prices.
Phone, Point Loma 112-J.
We deliver any quantity, anywhere, at any time.

Authorized FORD and CHEVROLET Service

Ocean Beach Garage
HENRY EULBERG, Proprietor
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Two Blocks East of Dance Pavilion
PHONE POINT LOMA 77-W
Complete Line of
REPLACEMENT PARTS, TIRES
AUTO ACCESSORIES
EXPERT BATTERY SERVICE
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BEST EQUIPPED FOR SERVICE

DAILY TRIPS TO SAN DIEGO AND POINT LOMA
REID TRANSFER
1885 Bacon Street. FREIGHT JOBBING Ocean Beach
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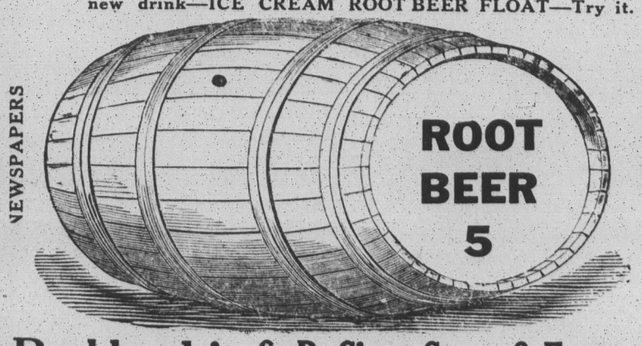
Residence Phone Point Loma 125-J
STORAGE
FEED, FUEL and HARDWARE
Office Phone Point Loma 136

We are now serving a delicious new drink—ICE CREAM ROOT BEER FLOAT—Try it.



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Felt's Soft Water Laundry
BEST LAUNDRY IN THE CITY
Phone Main 420. 2044 India Street, San Diego
WET WASH—25 lbs. for $1.00. No marking on the clothes. All clothes nicely washed, rinsed and blued.
SEMI-FINISH—7c per pound, and 1c a piece. Prompt delivery service.
ROUGH DRY — Family Dry Wash — 6c per pound, and all Flat Work finished at 1c a piece for everything in the bundle. No bundle less than 75c.
Satisfactory Service Guaranteed.

It's Not Far to a FABER Store

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

IN LOVING MEMORY OF
MY DEVOTED MOTHER
WHO PASSED AWAY
EIGHT YEARS AGO TODAY
MAY 9, 1916.

My Mother

By Katherine

My mother's face is in my heart
As lovely as a star apart.

My mother's voice is in my ear
So distant yet so sweet and dear.

I see her move across the room
Her soft gray hair like love abloom.

It's now eight years since she has gone
Yet still her smile I look upon.

And still I seem to touch her hand
And feel that she will understand.

There was a glory in her face
All womanhood cannot replace.

Steal on, oh Time, and take all other
But leave the memory of my Mother!

MISS MONTEITH ENJOYS OUR CLIMATE

Miss Gladys Monteith, of Los Angeles, is a happy visitor at the home of Mr. and Mrs. Ray Ericsson, 2340 Union street, San Diego. Miss Monteith has a wide circle of friends at Ocean Beach, where she formerly resided, and makes frequent trips here. She is delighted with our climate and is anxious for her parents to return to this glorious section of Southern California.

MOTHERS' DAY cards at Froide's—opp. P. O.

STRAW HATS IN VOGUE HERE

Among the throngs on the ocean front "Rapid Transit Day" (last Sunday) quite a number of straw hats were in evidence and the weather was appropriate to the summer headgear.

THE BEAUTY SHOP
Phone Point Loma 63-W.

THURSDAY CLUB PRIZES

At 2 p. m. nex t Monday the arts and crafts department of the Thursday club will meet to make the prizes for the benefit bridge-tea to be given June 12 at the Wednesday clubhouse. Members of the club are urged to attend this meeting and help the committee to make the prizes. Call either Mrs. Foelschow, Point Loma 246, or Mrs. Little, for particulars.

BACK FROM ARIZONA

Mr. and Mrs. D. N. Shepley have returned to their home at 5114 Saratoga avenue after a six weeks' trip visiting relatives in Globe, Arizona. They had a splendid time and made several trips to the copper and silver mines in that section. They came back by way of the Apache trail, and highly enjoyed the wonderful scenery en route.

COL. D. C. COLLIER RESUMES REALTY WORK IN SAN DIEGO

Col. and Mrs. David C. Collier, who recently returned from Brazil, where Col. Collier was commissioner-general for the United States at the Brazilian exposition, have decided to remain in San Diego and have taken apartments at the Barcelona. Col. Collier, who was active in the development of University and Normal Heights and Ocean Beach, in the early days, will again enter the realty field in San Diego and has signified his desire of reading **The Beach News** regularly.

WELCOME NEW RESIDENTS

Mrs. Annabelle Carl and her daughter, Miss Grace Carl, of San Diego, will move to Ocean Beach next week. They will reside on Niagara avenue. Mrs. Carl will help her son, Cecil O. Carl, in his office work at his electrical shop on Newport avenue.

VISITING RELATIVES

Mrs. Ed Bidinger, wife of the popular and capable superintendent of the American Laundry, has gone to Redlands, Calif., to visit relatives for a few weeks.

FROM NEW MEXICO

Mrs. T. J. Ford, of Albuquerque, New Mexico, arrived last Tuesday for a short stay, and to look over her property here. Mrs. Ford expects to return to New Mexico some time next week.

FINE HALIBUT CATCH

R. T. Marshall, father of Mrs. J. T. Smith, showed his ability as a good fisherman this week, by catching two fine halibut, weighing about seventeen pounds. The catch was made from the Mission Bay inlet bridge.

HERE'S AN ODD ONE

Mrs. Elsie M. Stotter of Sicklerville, N. J., has been granted a divorce because her husband, a church sexton, made her dig graves and ring the church bell.

Mrs. Turner B. Kline has returned to her home on Saratoga avenue from McCullough hospital, where she underwent a minor surgical operation last week. Mrs. Kline is now happily regaining her health and strength.

Mrs. W. A. Middleworth, of Pacific Beach, who was seriously hurt in an auto accident last Monday, is at the St. Joseph's hospital.

Mr. and Mrs. R. H. Lockett, of 4699 Long Branch avenue, are leaving this week on a visit to relatives in Barstow, Calif.

Everlasting Flowers at FROIDE'S, opposite P.O.

Mrs. Frank B. Harrison of 1825 DeFoe street, was taken to the McCullough hospital early this week for a minor surgical operation.

Read "Loma Lore" every week.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

Miss L. Parmelee
Announces that she has on sale at
FABER'S GROCERY STORES
CAKES, PIES, MUFFINS AND MARMALADE
Prompt attention to phone orders.
Miss L. Parmelee is now prepared to furnish, on short notice, any of her special home-baking products.
PHONE, POINT LOMA 364-M.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.

O. B. Cleaners
R. D. CRAPO, PROP
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San Diego's All-Year-Round TOYLAND
New Juvenile Automobiles.
Mah Jongg Sets
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Now on Display
Visitors always welcome.
PASSMORE'S
BIRD and TOY STORE
Sixth at B—San Diego
Opposite the New Commonwealth Building

When you get off the new O. B. Electric cars stop at
HARRY'S PLACE
Newport Avenue and Bacon Street
for the best ICE CREAM SODAS,
Soft Drinks, Cigars and Cigarettes
Lunches and Cooked Orders
To Please You

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Open every evening and Sundays all day. Other hours at Suite 202, Owl Drug Bldg. Don't Miss Me!
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ZANE GREY'S
Famous Story
"HERITAGE OF THE DESERT"
A Special at Regular Prices
Also Comedy
Admission 15c and 20c

COMING SUNDAY
"THE SIX FIFTY"
and
"THE LEATHER PUSHERS"
News and Comedy
Two Shows—6:45 and 8:45 p. m.
Admission 15c and 20c

SPECIAL
WED. and THURS.
Glorious Gloria Swanson
—in—
Her Greatest Picture
"THE HUMMING BIRD"
DON'T MISS IT
Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

OCEAN BEACH Merry-Go-Round

Young and Old, Rich and Poor, all ride at same price, 5c each.
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He treats you fair. your clothes with care. Takes out the dirt, but not the wear.

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IF IT'S LAUNDRY WORK, WE DO IT!
—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

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PACIFIC BEACH Community League
Organized to Advance the Best Interests of Pacific Beach
H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairm
J. FOWLER, Sec'y-Treasurer.
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

POSTOFFICE SCHEDULE
H. K. Rankin, Postmaster

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

THE BEACH NEWS
AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH.....Editor-Owner
KATHERINE SMITH...Sec'y.-Treas.

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LOCAL READERS—Fifteen cents a line, averaging five words to line.
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"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, May 9, 1924

Mothers' Day, May 11th

Wear a red or white flower

MOTHER

It is the dearest name
That mortal lips have spoken—
Glad symbol of a love so strong
It never can be broken;
The name that's first upon our lips,
The last we murmur too—
God keep me worthy of the love,
Mother, I've had from you.

REPORTORIAL HALF DOZEN

"I had six honest serving men,
(They taught me all I knew;)
Their names were What, and Why, and When
And How, and Where, and Who."

SHOWERS OF PRAISE OVERWHELM US

Sincere thanks are extended to the hosts of friends and patrons of **The Beach News** who have literally deluged us with compliments concerning our "Rapid Transit Day" edition last week. The red ink display made a most decided hit, judging from the hundreds upon hundreds of personal encomiums and written expressions of praise received from friendly folks in every station of life. Our appreciation is deeply heartfelt, and we can only repeat thanks, dear friends, THANKS, while again assuring everyone that we will continue putting our best foot forward for furthering the good and wholesome interests of the beach districts in every way.

OFFICIAL TIME TABLE
San Diego Electric Railway Company

OCEAN BEACH LINE
ROUTE NO. 14

Effective May 1, 1924
WEEK DAYS
On Sundays, 20-minute service from 8:40 a. m. throughout the day.
Subscribe for THE BEACH NEWS

Leave 3rd and Broadway	Leave DeFoe and Santa Cruz, O.B.
5:20 a.m.	
5:40	
6:00	6:00a.m.
6:20	6:20
6:40	6:40
7:00	7:00
7:20	7:20
7:40	7:40
8:00	8:00
8:20	8:20
	8:40
9:00	9:00
Read THE BEACH NEWS	
9:40	9:40
10:20	10:20
11:00	11:00
11:40	11:40
12:20p.m.	12:20p.m.
1:00	1:00
1:20	
1:40	1:40
2:00	2:00
2:20	2:20
2:40	2:40
3:00	3:00
Read THE BEACH NEWS	
3:20	3:20
3:40	3:40
4:00	4:00
4:20	4:20
4:40	4:40
5:00	5:00
5:20	5:20
5:40	5:40
6:00	6:00
6:20	6:20
	6:40
7:00	7:00
7:40	7:40
8:20	8:20
9:00	9:00
9:40	9:40
10:20	10:20
11:05	11:05
11:50	11:50
	12:30

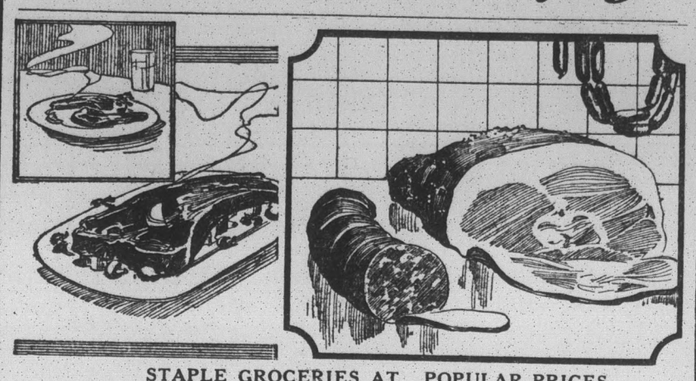
Subscribe for THE BEACH NEWS

All outbound cars leaving 3rd and Broadway from 6:00 a. m. to 5:20 p. m. will make direct connection at Mission Beach Junction (south end of Mission Beach bridge) for Mission Beach points and all cars outbound will connect with Voltaire Street Motor Coach route at this point.

Fare to Ocean Beach and Mission Beach is 20 cents one way, 25 cents round trip, inner zone, 30 cents round trip, outer zone, through inner zone. Weekly pass $1.25.

No stops between Ocean Beach Junction (Marine Base) and Kettner Boulevard and Broadway.

Food you will enjoy!



STAPLE GROCERIES AT POPULAR PRICES

FABER'S Ocean Beach Grocery
Faber's Little Cash Grocery
Faber's Cash & Carry No. 3
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

THE WISE MERCHANT

--- is one who keeps close tab on all the costs of conducting his business. He knows just which departments are paying their way, and when he spends money for improvements, it doesn't take him long to find out if the expenditure was justified.

Better Store Lighting

is an improvement that will pay for itself in short order, in increased sales and greater profits. The Wise Merchant will investigate its merits at once. Let us make a survey of your lighting requirements and show you how to profit by better lighting.

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth
MAIN 64
Byllesby Engineering and Management Corporation

A NEW SOLE
MAKES A NEW SHOE

The Only Modern Shoe Repairing Shop in Ocean Beach. Equipped with latest Electric Machinery.

No need to take your work to the city. Expert service and satisfaction guaranteed. Over thirty-five years' experience.

J. T. SMITH
Newport avenue, next to Hotel Newport.

HENRY EULBERG ADDS MUCH MODERN MACHINERY AT HIS O. B. GARAGE

A brilliant red and shiny new gas pump has been installed at the entrance to the Ocean Beach Garage on Newport avenue, where the enterprising proprietor, Henry Eulberg, keeps true to his motto of being "best equipped for service."

Besides the new Boyle-Dayton gas pump, which bears a large black dial, with plain figures in white for the easy reading convenience of patrons, Mr. Eulberg has added a modern tenton gear press to his excellent machinery equipment. He has also secured an oscillating electric drill which is a veritable wonder as a carbon cleaner, and with a wide variety of attachments is especially useful in many different ways about the shop. His valve-grinding methods are modern in every particular and all sorts of tools and devices have been installed for saving time and labor in automobile repair work.

The stock room at the Ocean Beach Garage is filled with a complete line of replacement parts, tires and auto accessories, and the popular Henry takes particular pride in his first-class battery service.

"GOOD WILL" BANQUET

The Illinoisans of San Diego county will hold a "good-will" banquet at the San Diego hotel, Monday, May 12, at 6:30 p. m. Illinoisans, friends and tourists are invited. There will be a number of prominent speakers and several operatic singers will entertain.

WE CIRCULATE

SOCIAL AND DANCE WINS HIGH FAVOR AT PACIFIC BEACH

The members of the Pacific Beach Social Club enjoyed a most delightful social and dance last Friday evening at the Pacific Beach clubhouse.

Novel dance numbers were executed, including a review for the best costumed couples, a southern cakewalk, a serpentine dance and a balloon dance. The following are to be credited for the successful entertainment: Hostesses, Mrs. Edgar, Mrs. Haarson, Mrs. McGinn and Mrs. Martin; decorations, Mrs. W. A. Roffe; cake for cakewalk, Mrs. A. N. Aveldson; refreshments and floral decorations, Mrs. Edgar, Mrs. Haarson, Mrs. McGinn and Mrs. Martin. B. C. DeLong served as floor manager.

Stationery Supplies, Froide's, op. P.O

CHURCH OF CHRIST

The Church of Christ will hold services at 3 p. m. next Sunday afternoon, May 11, at the home of Mr. and Mrs. J. S. Padgett, 4649 Voltaire street.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street
REV. ARTHUR C. DODD, IN CHARGE
Sunday school at 9:45 a. m.
Morning service at 11.

Picture Frames, Froide's, opp. P.O.*

If your business isn't worth advertising—quit your business.

CAMPBELL CHEVROLET COMPANY
The Chevrolet Corner
STATE and B STS.
MAIN 777
Where Service Counts

CLASSIFIED ADS
ONLY A DIME A LINE
CASH TERMS
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR SALE—Second-hand Chevrolet. Call at 5044 Del Monte Ave., for particulars. Home evenings.

FOR SALE—Song birds, with cages, $4.50 and $7.50. Leaving; cannot care for them. 4948 Cape May avenue.

FOR SALE—Baby buggy, almost new. 4836 West Point Loma boulevard. Phone Pt. Loma 262-W.

FOR SALE—Two lots, new building 18x20, $800. Three cottages, three garages. Monthly income $90. 4732 Long Branch ave., Ocean Beach.

FURNITURE, sewing machines, gas ranges; lots of bargains; also Pianos and Phonographs, new and used. A friendly store—come in and get acquainted. PIERCE FURNITURE CO., 1961 Abbott street. We exchange for yours.

OCEAN BEACH
BAIT HOUSE
Jack Neumont, Prop'r.
South End Mission Bay Ridge
BAIT, BOATS, FISHING TACKLE
For Sale or Hire
Cigars, Candy, Soft Drinks
Phone, Pt. Loma 6
Res. Phone, Pt. Loma 319-W

Sun - Moon - Tides

MAY ALMANAC

(Boldface Type Denotes P. M.)
Subscribe for THE BEACH NEWS

10	4:55	6:36	10:17	0:04	4.3	7:58	0.6
				3:31	**3.2**	**7:07**	**2.9**
11	4:54	6:37	11:14	1:17	4.0	9:07	0.6
				428	**3.5**	**9:27**	**2.8**
12	4:53	6:38	12:12	2:52	3.6	10:10	0.6
				5:11	**4.0**	**11:00**	**2.3**
13	4:52	6:39	1:13	4:20	5.3	11:05	0.5
				5:47	**4.7**	**11:56**	**1.6**
14	4:52	6:39	2:16	5:51	4.1	11:50	0.4
				6:21	**5.0**		
Read THE BEACH NEWS							
15	4:51	6:40	3:21	6:32	4.3	0:44	0.8
				6:55	**5.5**	**12:33**	**0.4**
16	4:50	6:41	4:29	7:26	4.4	1:29	0.0
				7:31	**6.0**	**1:14**	**0.5**
17	4:49	6:42	5:39	8:20	4.5	2:14	0.6
				8:09	**6.4**	**1:53**	**0.7**
18	4:49	6:42	6:49	9:11	4.5	3:00	1.1
				8:47	**6.7**	**2:32**	**1.0**
19	4:48	6:43	7:59	10:04	4.3	3:37	1.4
				9:30	**6.7**	**3:14**	**1.2**
20	4:48	6:43	9:05	11:00	4.1	4:36	1.5
				10:15	**6.5**	**3:58**	**1.5**
21	4:47	6:44	10:05	11:58	3.9	5:28	1.3
				11:04	**6.1**	**4:43**	**1.9**
22	4:47	6:45	10:59	1:05	3.8	6:24	1.0
						5:49	**2.2**
Read THE BEACH NEWS							
23	4:46	6:45	11:45	0:01	5.5	7:25	0.5
				2:17	**3.8**	**7:09**	**2.5**
24	4:46	6:46	———	1:05	4.9	8:30	0.2
				3:26	**4.0**	**8:55**	**2.5**
25	4:45	6:46	0:26	2:22	4.4	9:35	0.2
				4:26	**4.2**	**10:30**	**2.1**
26	4:45	6:47	1:04	3:46	4.0	10:34	0.4
				5:16	**4.7**	**11:41**	**1.6**
27	4:45	6:48	1:38	5:03	3.8	11:23	0.6
				5:57	**5.0**		
28	4:44	6:48	2:10	6:07	3.8	0:35	1.1
				6:32	**4.3**	**12:06**	**0.9**
29	4:44	6:49	2:42	7:00	3.7	1:19	0.6
				7:02	**5.5**	**12:44**	**1.1**
30	4:43	6:49	3:15	7:47	3.8	1:56	0.2
				7:32	**5.6**	**1:15**	**1.3**
31	4:43	6:50	3:48	8:27	3.8	2:29	0.1
				8:00	**5.7**	**1:45**	**1.5**

Subscribe for THE BEACH NEWS
New moon May 3 at 11 p. m.
Full moon May 18 at 9:53 p. m.

CHANGE YOUR TRANSMISSION IN 15 MINUTES
With the aid of a screwdriver only
TIME and MONEY SAVER
HOLSTEIN'S
'Hold-Fast'
RELINING BANDS
Installed by
TURNER B. KLINE
San Diego County Representative
SUNSET GARAGE
1916 Bacon Street
Ocean Beach, Calif.
Ask for FREE Demonstration
Phone: Point Loma 20-J

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

You'll Like "LOMA LORE" series.

Religious News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave.
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

Mothers' Day will be appropriately remembered Sunday morning. The music will be "Mother O' Mine," sung by Mrs. Dr. Gardner; "My Mother's Songs," tenor solo and chorus, Mr. Meyer and choir. The "Ave Maria" (Mascagni), sung by Mrs. J. B. Close, and the offertory "Songs My Mother Taught Me," violin and organ. Rev. William F. Harper, D. D., general secretary of the Southern California Baptist convention, will be present and preach the morning sermon. The young ladies of the B. Y. P. U. will give a white flower to each mother present at the morning service.

At night there will be a union service in which the Congregational church will join. Rev. Robert Atchison, once a missionary in Japan, will give an illustrated lecture showing many beautiful and interesting views of the flowery kingdom, some of them very recent, covering the great earthquake. The choir of the Congregational Church will sing a number.

At the annual business meeting of the church on Wednesday evening Messrs. H. E. L. McCollum, G. N. Vaughan, F. S. Runyon, Otto Meyer and Mrs. C. W. Varney were chosen as trustees for the ensuing year. Mrs. T. C. Mason was elected as superintendent of the Sunday School.

The executive meeting of the B. Y. P. U. was held Monday evening. It was decided to postpone the advertised social until Friday evening, May 16. The Young People will have part in the special Mother's Day servkeeping with Community Service's ices on Sunday and also give a suitable program at their meeting at 6:30 p. m., to which all are invited. The Young People are doing splendid work in the choir.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

At the morning service the pastor will use a theme appropriate to Mothers' Day. Special music will consist of the anthem "There's a Wideness in God's Mercy" (Ambrose), and a trumpet solo, "Angel's Serenade" (G. Broga), by Bramwell G. Coultas.

The regular meeting of the Woman's Guild will be held at the church on Tuesday, May 13, beginning at 10:30. Coffee and tea will be served to those coming for lunch. All friends of the church are cordially invited.

CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

CLASSIFIED ADS
GET QUICK RESULTS

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

Galvez and the enthusiastic Serra had met at Santa Ana to discuss ways and means of furthering the expedition the year before. The land parties were gathered from points along the northern line of march, the first under Governor Portola (Pohr-toh-lah) and the other under Captain Rivera (Ree-vay-rah). Father Serra, president of the California missions, suffering from an ulcerous sore on his foot and leg, held back one of the land expeditions but overtook Portola on May 5th. They arrived July 1st. The San Antonio, commanded by Captain Juan Perez (Pay-rayth) and the San Carlos, commanded by Captain Vicente Vila (Vee-thayn-tay Vee-lah) and having among its company an enginer named Miguel Costanso (Kohs-tahn-soh) left Mexico earlier in the year.

The first of these parties arrived by sea in the San Antonio. They cast anchor near Point Guijarros, now called Ballast Point. There they awaited the arrival of the San Carlos.

There are a few sentences out of the diary of Captain Villa which belong intimately to us. This is local history. He writes:

"I discovered the packet San Antonio anchored at Point Guijarros . . . At eight o'clock in the evening the launch of the San Antonio came . . . Don Miguel del Pino . . . gave us an account of her voyage. She arrived in this port on April 11, half her crew down with scurvy, of which two men had died. For work they had only the seven men who came in the launch, and of these a few already felt symptoms of the same disease.

"At five o'clock in the morning of Monday, May 1st, I succeeded in anchoring under the shelter of Point Guijarros, alongside the San Antonio. . .

"At half-past ten the same morning the launch . . . went off . . . to explore the country and to search for a good watering place. . . .

"At nine o'clock in the evening, the launch returned. The officers and the missionary fathers reported that they had walked about three leagues along the shore and at that distance had come to an Indian rancheria on the banks of a river with excellent water."

That was the third and permanent coming of the white man to California. As Zephyrin Engelhardt says, Ballast Point deserves to be marked by a monument. There where deep water comes in so close to land, where you can almost toss a stone over to Pio Pico, these men have stood: Cabrillo and Vizcaino in their turn; and now Perez and Vila had come and were looking often across to Table Mountain and the Mexican hills—wondering what had become of Portola and of Serra and their train of followers.

The story of the settlement of Cosoy (the Indian name for the village we know as Old Town) is the story of neighbors—not exactly our own. Father Serra arrived; Portola departed; the land about the Presidio was blessed; the mission of San Diego de Alcala founded. All is well told in many places and need not be repeated here. In imagination we may picture, however, our Point Loma Indians drawn through curiosity over to the se ttlement; bringing fish, no doubt; and mussels and the seeds of wild grasses—and looking like all the other Dieuginos (Dee-ay-gueen-yohs) for return gifts of bits of colored cloth.

(Continued next week

Our Rapid Transit Day Edition

Glowing Expressions of Praise by People Here, There and Everywhere

Claus Spreckels, General Manager S. D. E. Ry.—"The spirit of "Rapid Transit Day' was splendidly set forth by **The Beach News.**"

E. J. Burns, Assistant General Manager, S. D. E. Ry.—"It was very enterprising and showed fine boosting for rapid transit and the beach district."

Fay R. Smalley, Traffic Manager, S. D. E. Ry.—"That flock of flaring lines on your front page certainly was the 'cat's whiskers' in the way of publicity. It was the best advertising stunt I've ever seen pulled off by any community paper. Accept my heartiest congratulations."

G. E. Mason, General Superintendent, S. D. E. Ry.—"That was an excellent idea of a big 'Welcome' for Rapid Transit Day' and I congratulate you on its success."

J. A. Moon, Superintendent of Transportation, S. D. E. Ry., and many other officials who were present at the beach railway terminal also expressed their approval of the Rapid Transit Day edition in most glowing terms.

Wilbur K. S. Ross, Manager of Ocean Beach Community Events—"Your bright 'Rapid Transit Day' edition was typical of a 100 per cent Ocean Beach man, and I heartily congratulate you on its splendid success. Your enterprising paper is certainly deserving of the full support, co-operation and general commendation of the entire beach community."

Miss Margaret Rankin, librarian, Ocean Beach Library: "I wish to congratulate you at this time on the 'red letter' edition of The Beach News, which helped to advertise the beach so successfully and also showed you to be 100 per cent booster."

Wm. E. Benbough, manager Ocean Beach Dance Pavilion: "The red edition was a real red and rung the bell in the way of 'Welcome' for Rapid Transit Day.

Phil Shaeffer, live-wire concessionaire: "It was a pippin for publicity."

"Ollie" F. Davis, manager of Ocean Beach Merry-Go-Round: "Your Rapid Transit Day edition won the gold ring in advertising the beach."

Rev. E. Herbert Hayden, pastor of First Baptist church: "A look at the crowds will show the remarkable fruits of your fine Rapid Transit Day issue. Accept my compliments on your enterprise."

"Jack" Neumont, of the Ocean Beach Bait House: "You hooked a big 'un with that bright red 'Welcome' edition."

Rev. Frederic J. Stoetzel, pastor of Union Congregational church: "Your Rapid Transit Day paper was very timely and highly commendable."

Ray Ericsson, manager of Ocean Theatre: "You certainly played a top-notcher with that red edition."

H. K. Rankin, Ocean Beach postmaster: "It was a fine specimen of community enterprise."

Declan E. Foley, pastor of O. B. Catholic church: "It was splendid publicity for Rapid Transit and the Beach district."

L. F. Brown of Brown's Souvenir Store: "It was mighty nice and showed that you are 100 per cent Ocean Beachite.

Miss C. O. Wagner of the Beauty Shop: "I think your Rapid Transit Day edition was a very clever advertising idea, as much so that I sent several copies back east."

"Omaha Jack" Harrington, of the Omaha Market: "It was fine and a splendid boost for Ocean Beach."

W. H. Martin, of Martin's Grocery: "The edition was fine, and a splendid ad for Ocean Beach."

Fred H. Kraft, Ocean Beach Pharmacy: "It was a knock-out and the best boost on record for Ocean Beach."

Burt Harris, Ocean Beach auctioneer: "I believe in advertising and I see you do, too."

E. F. Cooper, under-sheriff San Diego county: "Great paper and a very clever, up-to-date publicity idea."

G. H. Faber, proprietor Faber's Grocery Stores: "That's the kind of advertising that does us all good."

Edw. K. Burdette, Ocean Beach plumber: "That was sure some boosting edition for the beach district."

E. J. Henning, proprietor Pavilion Cafe: "It was a great paper. You hit the bull's eye that time."

"Roy" Burkhardt of the O. B. Cigar Store and Factory: "That red issue made 'em sit up and take notice. It was a good advertising stunt."

"Zip" Pinson, Ocean Beach barber: "Your red boosting edition was a humdinger.

Sheriff James C. Byers, candidate for congress: "It was the niftiest thing yet and gave splendid publicity to the beach districts.

Ed H. Wickern of the Bungalow Grocery: "It was an exceptional display of newspaper enterprise for the benefit of Ocean Beach.

N. Bargman, manager of O. B. Ferris wheel: "It was a great advertising stunt."

J. P. Froide, of Froide's Finishing company: "The Rapid Transit Day edition was a big success. Everybody wanted 'em."

Henry Eulberg: "You certainly put it in high that time."

Mrs. E. W. Grenawalt of the Newport Shoppe: "It was a great paper and went with a bang."

Chas. H. Peltcher of the Ocean Beach Plumbing company: "You certainly turned the tap of publicity on full with that Rapid Transit Day paper."

Mrs. A. M. Morgan, former well and favorably known Ocean Beach resident: "I think your Rapid Transit Day paper was just splendid."

Turner B. Kline, of the Sunset Garage: "It was a corking good stunt for putting Ocean Beach on the map."

Mrs. H. Lipsetts of the O. B. Dry Goods: "It was a nice way of advertising the beach."

Mrs. F. B. Haslam, of the Main Cafe! "It made a great hit all 'round."

Cecil O. Carl, Ocean Beach electrician: "It surely was a live-wire edition."

And hundreds of other complimentary expressions, verbal and written, which limited space forbids publication at this time.

Kodak Finishing FROIDE'S op. P.O.*

TURNER B. KLINE HAS WONDERFUL NEWS FOR FORD OWNERS

Right here in Ocean Beach at the Sunset Garage, 1916 Bacon street, owners of Ford cars will find a Ford necessity instead of a Ford accessory, says Turner B. Kline, who has secured the San Diego county agency for Holstein's "Hold Fast" Relining Bands. Changes in transmission can be made in fifteen minutes by anyone with the aid of a small screwdriver and the cost is less than one-half of the old way, which required the services of a mechanic. The "Hold Fast" bands are guaranteed not to slip, buckle or break at the ends.

Mr. Kline gives free demonstrations at the Sunset Garage of the wonderful simplicity of the "Hold Fast" bands by simply removing old linings and slipping the new light, flexible steel band, with lining riveted on, into place. There are no oil leaks and no new gaskets are required, while the time, expense and inconvenience of the old method are wholly eliminated.

Picture Frames. FROIDE'S, opp. P. O.

PLEASING PICTURES BY ARTIST THOMAS

In an attractively decorated booth on the ocean front board walk, P. H. Thomas, a talented artist of wide renown, is exhibiting a splendid array of paintings, besides giving demonstrations of rapid and clever work with his artistic brush. Mr. Thomas has traveled in many countries and his pictured scenes are as interestingly varied as they are most delightfully pleasing.

CHOSEN BY CHIEF PATRICK FOR THE BEACHES

Chief of Police James Patrick has appointed Charles W. Wright as life guard at Ocean Beach and Malcolm Jones at Mission Beach. They were selected from the civil service lists for which they qualified at recent examinations.

LA PLAYA ZONING MEETS WITH PROTEST

Strenuous opposition to zoning in La Playa, on Point Loma, was made to the city council this week in a signed protest filed with that body. The city planning commission had recommended that most of that district be placed in Zone B, but many of the property owners do not approve the plan. The council has set next Monday afternoon at 2 o'clock as a time for hearing the protest.

SUBSCRIBE NOW!
First and foremost a home paper.
We appreciate your patronage.

The **MISSION BEACH**

$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow— Grow With Them!

MISSION BEACH COMPANY
101 Broadway, Spreckels Theatre Building,
S.E. Cor. Broadway and First St., San Diego.
G. L. Barney—SALES AGENTS—T. A. Rife
TRACT OFFICE OPEN DAILY

OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters,

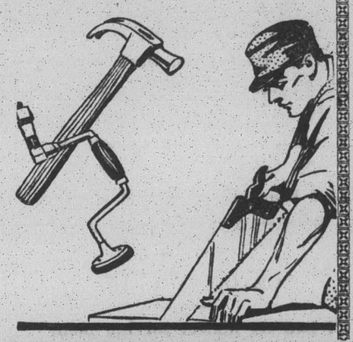
Get our prices on PAINT.

H. H. REID & SON

Paints, Hardware and Household Supplies

STANLEY 4-SQUARE *HOUSEHOLD TOOLS*

See Our Window Display
5050 Newport Avenue
Phone: Point Loma 49



OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

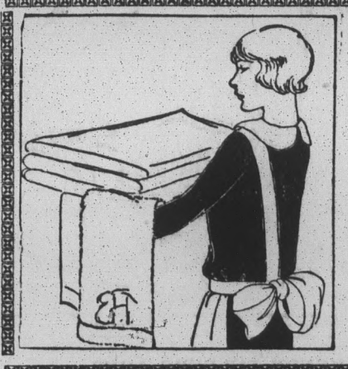
Office, Yard and Mill --- Muir Ave. and Ebers St., O. B.
W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, Cement, Roofing Material, Wall Board, Etc.

New office and extra warehouses have been constructed corner Ebers street and Muir avenue.

Lumber Estimates Cheerfully Given

Phone, Pt. Loma 40-J



BEAUTIFUL WORK

Each piece of Laundry work intrusted to us receives the same careful attention you would give it yourself, with the added service which we can give due to our up-to-date equipment and experience.

The American Laundry

HARRY C. WING, Prop.
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ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

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Who's Who in Offcialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell. Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lesem. Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley. Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

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County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego Geo. H. Cooley, Harry E. Webber

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